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Tests for Commercials

Telpex, a system by which videotaped commercials can be tested before the promotions go into actual production, was announced yesterday by its developers, the London Press Exchange, Ltd., and Telpex, Inc. The videotape, which can be played back before selected audiences for consumer reaction, allows the ad men to try variations in the commercials.

Telpex, a British company, will charge \$2,000 for the service to agencies in its New York office.